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## **DOUBLE DIAMOND'S THE CLIFFS RESORT ANNOUNCES GRAND OPENING OF FULL-SERVICE SPA**

*Brand New Spa and Fitness Center Adds to List of Numerous Amenities*

**DALLAS (August 14, 2006)** – Double Diamond Resorts, a premier, privately held company, is pleased to officially announce the grand opening of The Spa at The Cliffs Resort, located on Possum Kingdom Lake.

The resort's new full-service spa features a wide array of delectable services with an experienced staff to accommodate any need. In a setting unique to The Cliffs Resort, the Spa integrates services and products in an atmosphere catering to both men and women. Several of the Spa's offerings include:

- Massage services with Swedish, hot stone and couples massages and reflexology sessions
- Body treatments including salt glows and body wraps
- Facial, skin care and waxing services
- Pevonia facial treatments
- Full-service nail salon
- Hair salon services, appealing to men, women and children

"Guests enjoy visiting our resorts for the scenic ambience, award-winning amenities and exceptional customer service," said Stack Bowers, Vice President of Hospitality for Double Diamond Resorts. "The Spa at the Cliffs Resort combines an exclusive atmosphere with the fortitude of services to deliver a relaxing experience."

Adjacent to the Spa, is the brand new State-of-the Art Fitness Center featuring the latest in exercise and gym equipment, including a variety of cardiovascular machines, weight machines, free weights and more. Annual memberships to the fitness center are currently available for individuals and families from \$375 for individual passes, to \$500 for family passes. Single session passes are also offered, for a fee of \$10 per day.

The Cliffs Resort, appropriately titled because it is situated atop 170-foot cliffs, is 1,090 acres high above the waters of Possum Kingdom Lake, located 75 miles west of Fort Worth. In addition to the Spa, the resort boasts over 1,200 acres of residential community, award-winning golf, Southwest inspired and Caribbean-infused cuisine restaurants, enchanting overnight lodging accommodations, a business conference facility, a private marina and market. For more information regarding The Spa at The Cliffs Resort, please visit [www.thecliffsresort.com](http://www.thecliffsresort.com).

**About Double Diamond**

Double Diamond, which was founded in 1972, is headquartered in Dallas, Texas. A privately held company, it is comprised of a team of individuals specializing in managing, marketing, construction and acquisition of upscale properties.

The company is recognized throughout the resort industry for their first-class resorts, challenging golf courses, numerous amenities, beautiful landscaping and visitor service orientation. They are also known for providing properties that offer an upscale and enjoyable environment for both families and conferences. Double Diamond was ranked within the top 100 fastest growing privately held companies in the Dallas/Fort Worth metroplex two years in a row by Southern Methodist University's Edwin L. Cox School of Business.

Their current portfolio consists of over 14,000 acres of land in 13 locations. Some of which include: White Bluff Resort on Lake Whitney, home of the Texas State Open from 2003 –2005 and rated 4 Stars by Golf Digest; The Cliffs Resort on Possum Kingdom Lake, rated 4 ½ Stars by Golf Digest; The Retreat in Cleburne, Texas and Eagle Rock Resort in the Blue Ridge Mountains of Pennsylvania. For more information, visit their website at [www.ddresorts.com](http://www.ddresorts.com).

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